

# Communicating the SmartMeter™ value proposition



# Communicating the SmartMeter™ Value Proposition

## Description

Proactively communicate the benefits of SmartMeter™ to raise customer awareness and appreciation of the program.

## Past activities

- Community events, mobile tours, community meetings, See Your Power and Information is Power ads as well as 3-touch direct mail, door-hangers and booklets.

## Current and future activities

## Timing

- |   |                           |
|---|---------------------------|
| • Continue to conduct face-to-face community events and engage regulators and state and local elected officials | Ongoing                   |
| • 3-touch mailers, door-hangers and booklets  | Ongoing                   |
| • “See Your Power” campaign (ads and online - Fresno/Visalia, Bakersfield, Sac/Mod/Stockton).                   | 11.8.10 – 11.26           |
| • “See Your Power” mobile tour – developing additional events and dates beyond November                         | Ongoing thru mid-November |



# Customer Engagement Strategy

- Initial outreach strategy: SmartMeter deployment equivalent to a standard meter change.

- Significantly expanded and improved customer communication and outreach based on customer learning and feedback.

## Initial Outreach Strategy (2007)



## Learning From Our Customers

- Benefits Unclear to Some Customers
- Awareness
- Satisfaction
- Inconsistent Customer Experience

## Current Holistic Outreach Strategy\*

### Responding to Our Customers

- Improved Communication Messages & Channel
- Multiple Contacts Through Sustained Media
- Responsive & Proactive Outreach
- Employee Education
- Readiness and Response Team

- Pre-installation letter
- Door hanger
- Welcome booklet
- Energy Alerts postcard or e-mail

- PG&E employee experience zone training and tool kits
- Additional Contact Center resources and support
- SmartMeter Response team for complex issue resolution
- Home energy audit



- Online tools in My Account
- Energy Alert via e-mail or text message
- Digital "Information is Power" ads on news sites
- See Your Power Blog
- PG&E's PGE4ME Twitter Feed or Facebook
- Customer and third-party testimonial videos on [www.pge.com/smartmeter](http://www.pge.com/smartmeter) and YouTube

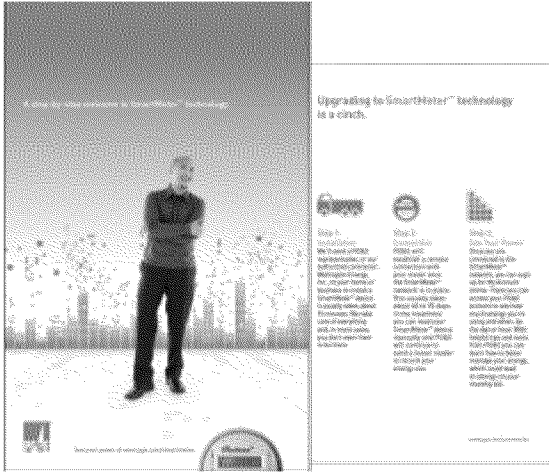
- "Information is Power," TV commercials (July '10)
- "See Your Power," TV Commercials (Fall '10)
- Retail Partnerships

- Customer Advisory Groups
- City Council presentations
- Homeowner's association and civic group meetings
- CPUC workshops
- PG&E Answer Centers
- "Mobile tour" events

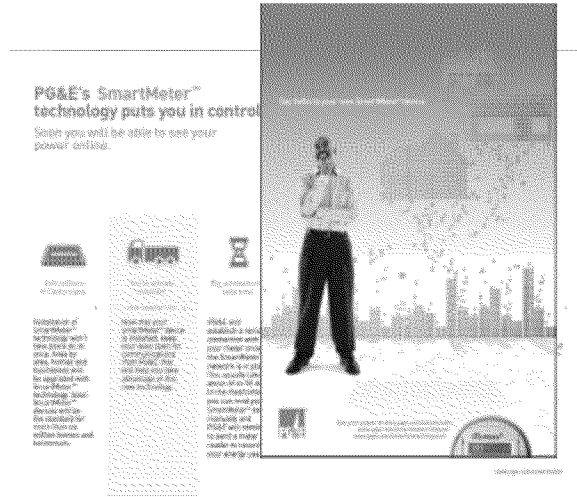
*\*Strategy will continue to evolve and adapt as customer needs change*



## Touch 1 Pre-Install



## Touch 2 At Meter Install



## Touch 3 When connected to the SmartMeter™ network



When customers receive their SmartMeter™ devices, they receive a series of communications to help them prepare for the arrival of the new meter and how to read and leverage the benefits of the new meters once they are connected to the network.

**Touch 1** Before installation: Letter & Brochure

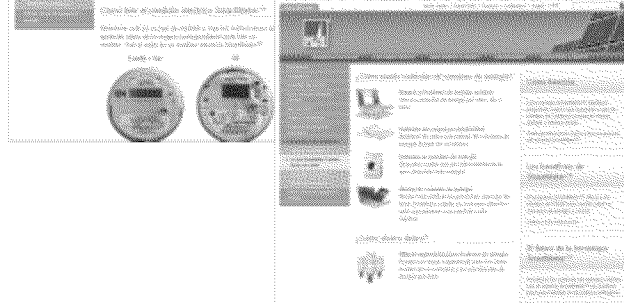
**Touch 2** Meters are installed: Door hanger announcing meter change & brochure - how to read new meters.

**Touch 3** Meter is connected to the SmartMeter™ network : How to go online and “see their power” & manage energy use.



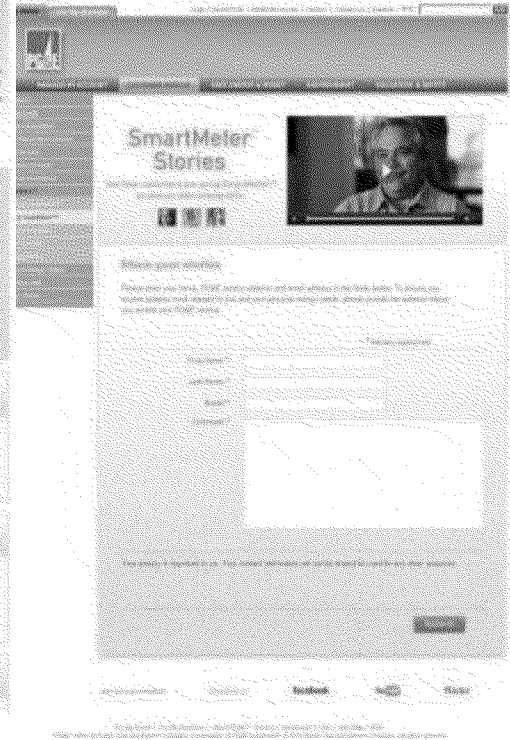
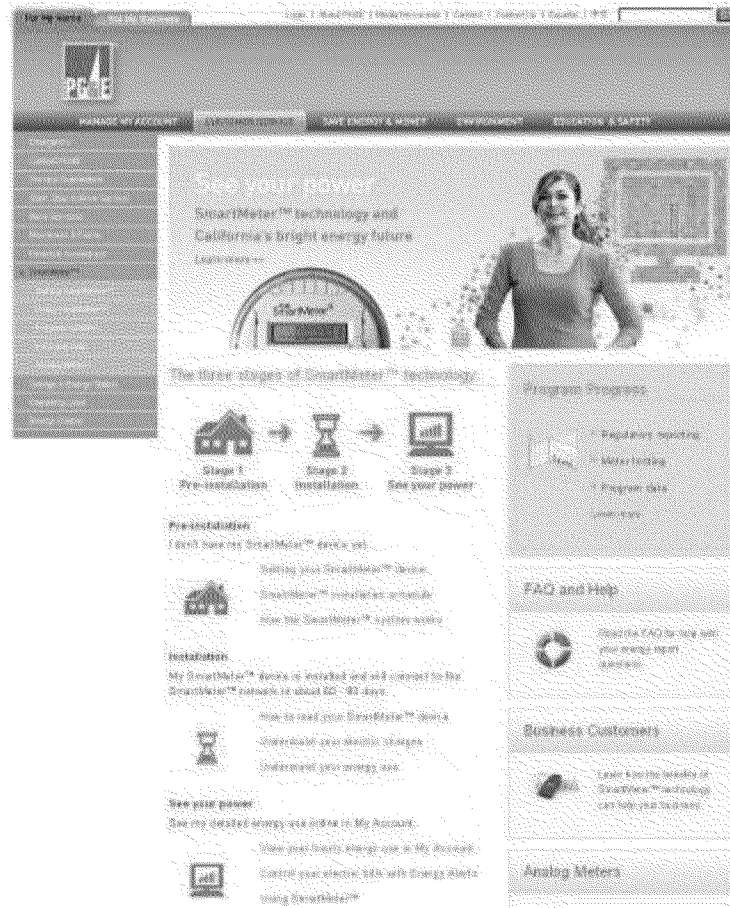
# Web content

SmartMeter content on pge.com leverages third-parties and customers to share benefits of SmartMeter. Content currently available in English, Spanish and Chinese.



See your Power Re-skin

- Communicates benefits of SmartMeter Technology
- Outlines each stage in the SmartMeter program from pre to post-installation
- Will include videos of customer testimonials on how they use SmartMeter to control their energy use



Social Media



Eric Wesoff | December 18, 2008 at 2:20 PM  
18 Comments

Smart Meter Backlash, Part 2: Smart Grid RF

Smart grid equipment CEOs have claimed:

- A \$2.2 billion meter deployment would have a questionable ROI if most of came from reduced truck rolls
- Smart meters currently being deployed are not smart enough

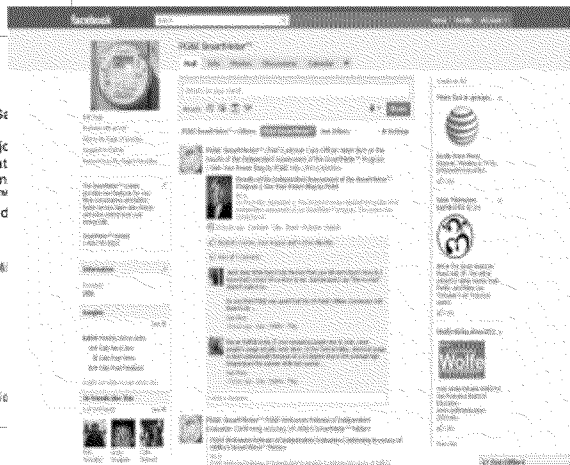
• Con Paul Parmley 12/18/09 7:24 PM

Hi Eric,  
I wanted to address the claims made by the EMF. So the belief that SmartMeters™ are not accurate. First, we agree that we should have done a better job the SmartMeter™ roll-out, and we've recently updated /smartmeter) to better explain the technology, the in benefits our customers will enjoy with SmartMeter™ While we are confident that the third-party independent accurate...we will, too

JoeJoe 12/18/09 7:41  
PG&E 1, Team Tinhat 0

Eric Wesoff 12/18/09 8:48 PM

Paul,  
Thanks for the response.  
I have to agree with JoeJoe. I think you put the RF health question



• Twitter, Facebook YouTube, and blogs (including PG&E's See Your Power Blog) to address customer questions, concerns and service requests

• See Your Power and Information Is Power Commercials on YouTube

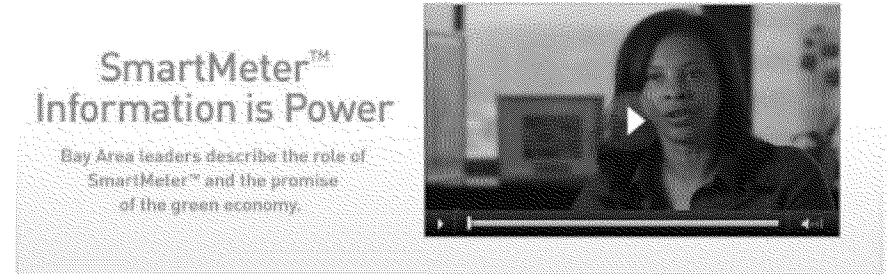
• PG&E's See Your Power Blog to engage in a two-way dialogue with customers and stakeholders on the SmartMeter program and other energy management issues



# Traditional media (Information is Power campaign)

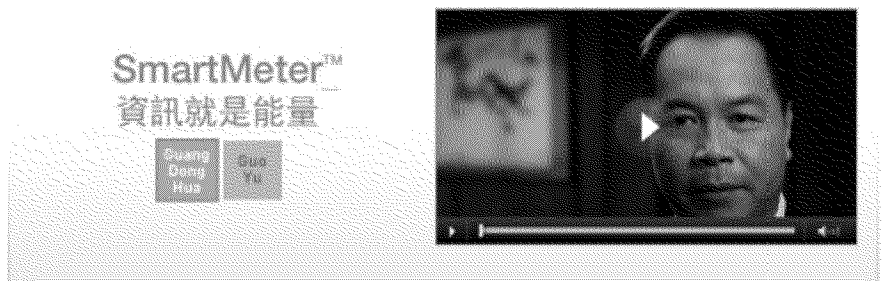
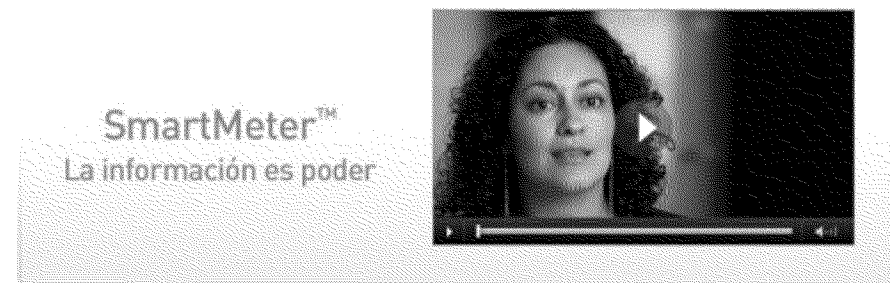
## Objective:

- Present business and community thought leaders as an impartial and positive voice in support of SmartMeter™ technology and the potential benefits associated with the smart grid
- Reach English, Spanish, Mandarin and Cantonese-speaking customer groups



## Details:

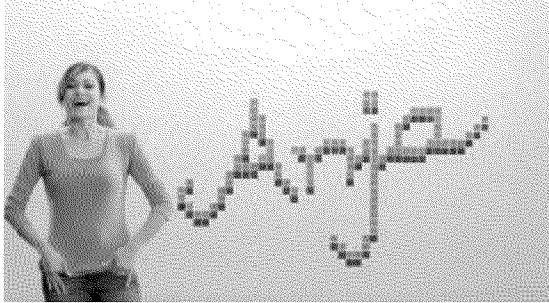
- Campaign began in advance of deployment in many parts of the Bay Area (San Francisco, North Bay) and was distributed via TV and online
- Features third-parties speaking positively about smart grid and the SmartMeter™ program
- Additional spots have been developed for Central Valley and Sacramento areas







# Traditional media (See Your Power TV campaign)



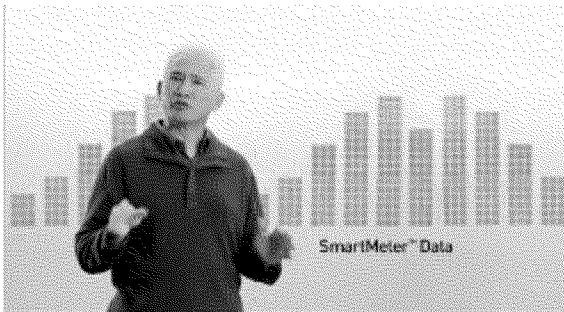
## Objective:

- Share that customers across the service territory are using their SmartMeters to make smarter energy choices and save on their energy costs.



## Details:

- Features real stories of customers from diverse backgrounds across the service territory speaking to how the SmartMeter changed their energy use and costs
- Campaign will be run throughout the service territory on TV and online



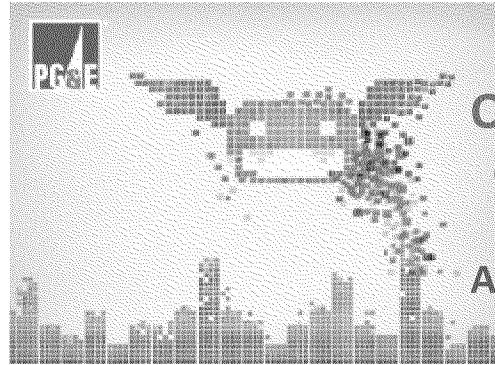


# SmartMeter™ Online

## Online Advertising Campaign – See Your Power



Digital graph animates as text slides in from left.



Type fades. Vampire grows out of graph.



Type slides in from left. Vampire dissolves into graph.



SmartMeter slides in. Digital graph evens out as remaining line and button fade on.

### ONLINE AD CAMPAIGN

Creative:

- :30 Video (Bob and

Anja)

- Banner Ad

Message and target aligned with TV campaign

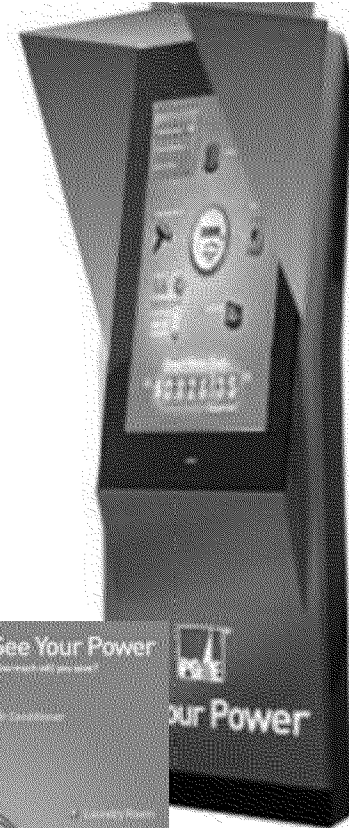
Online Ads in the same markets as TV



# Events/Community Outreach: See Your Power Tour

## Mobile Tour

- Educate customers in a fun and engaging way about SmartMeter™ technology
- English, Spanish and Chinese content and materials at all events
- Provides program benefits, hands-on experience, demonstrates ways the SmartMeter™ program empowers customers to manage their energy use and costs
- Over 40 events scheduled between August and November.
- New events being planned beyond November





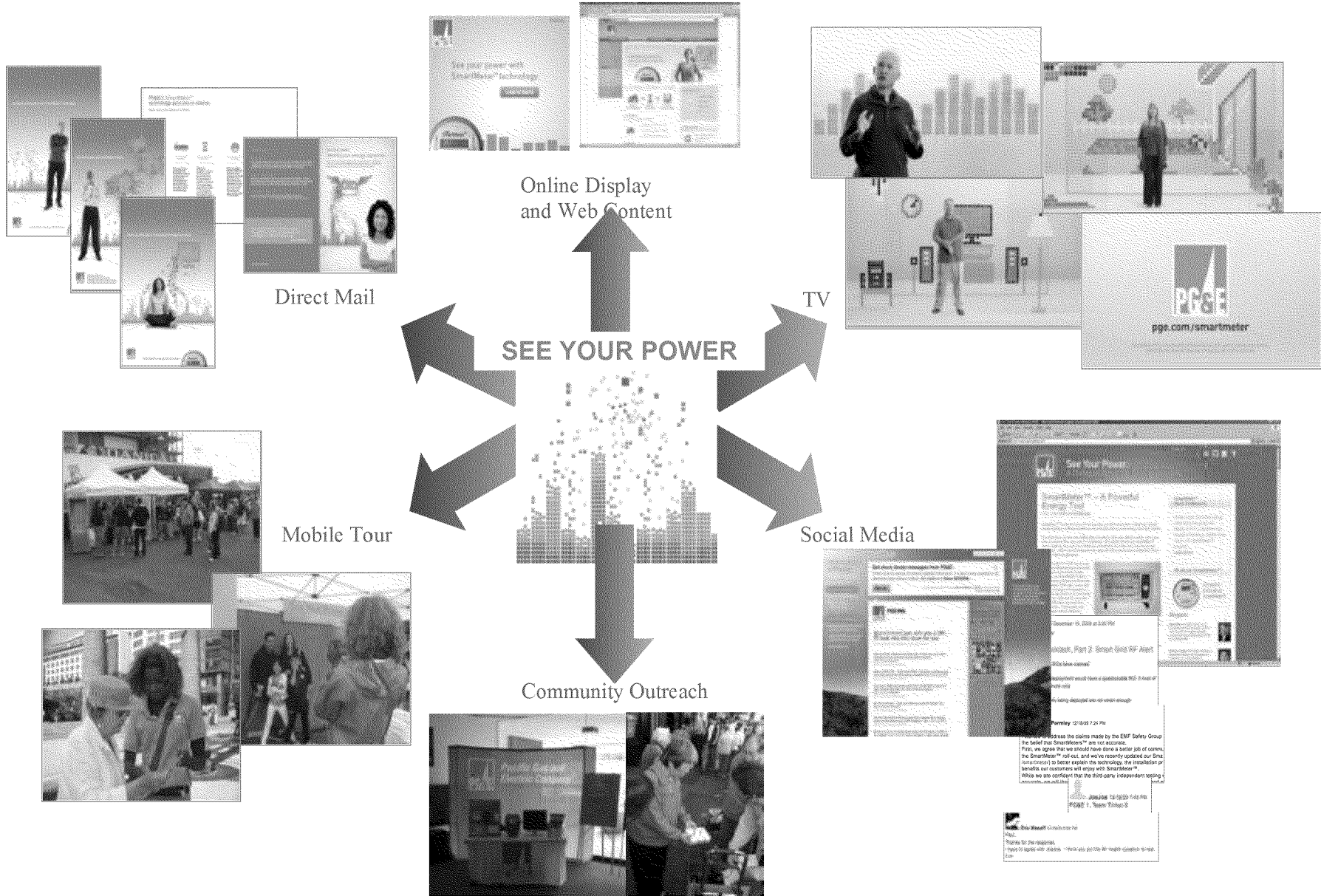
# See Your Power Tour

Estimated reach of 2.1 million in event attendance with 200,000 deep engagements

## Multiple Mobile Tour Components:

- Touch Screen Kiosks show ways to see energy savings, TV commercials and My Account demos
- Touch Screen Game to show ways to see energy savings
- Photo Booth with static electric orb to drive online engagement
- English, Spanish and Chinese





# Enhancing the customer experience





# Enhancing the customer experience

## Description

Improve experience around SmartMeter™ by being more responsive to customer needs and issues

## Past activities

- Created a dedicated team of SmartMeter™ call center reps, a Customer Impact Outreach Specialists team and added 165 additional customer service representatives

## Current and future activities

- |   | Timing   |
|---|----------|
| • Call SmartMeter™ customers who have received an estimated bill for two billing cycles and all customers with delayed bills greater than 60 days | Ongoing  |
| • Rollout Customer Intervention process – enabling reps to intervene on behalf of a customer  | By 10/31 |
| • Implement follow up Customer Experience training in the contact centers   | By 11/30 |
| • Reduce escalated complaints by 50%  | By 12/31 |
| • Increased the number of Answer Centers, Customer Advisory Groups and proactive community engagement.  | Ongoing  |



# SmartMeter™ Answer Centers

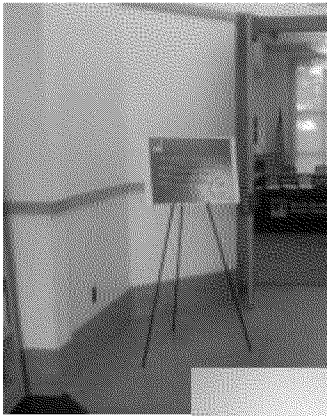
Week of 10-15-10

Other Presentations:

Lincoln



Marina



Fleet Week



San Jose City Hall



Santa Cruz



Lorna Homeowner's Assoc.



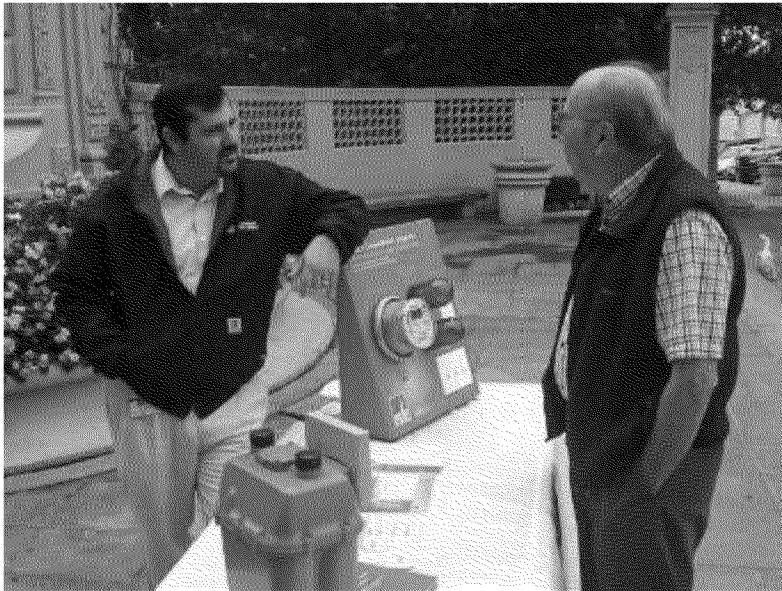




# SmartMeter™ Answer Centers

*Week of 10-18-10*

Piedmont



Salinas



# Appendix

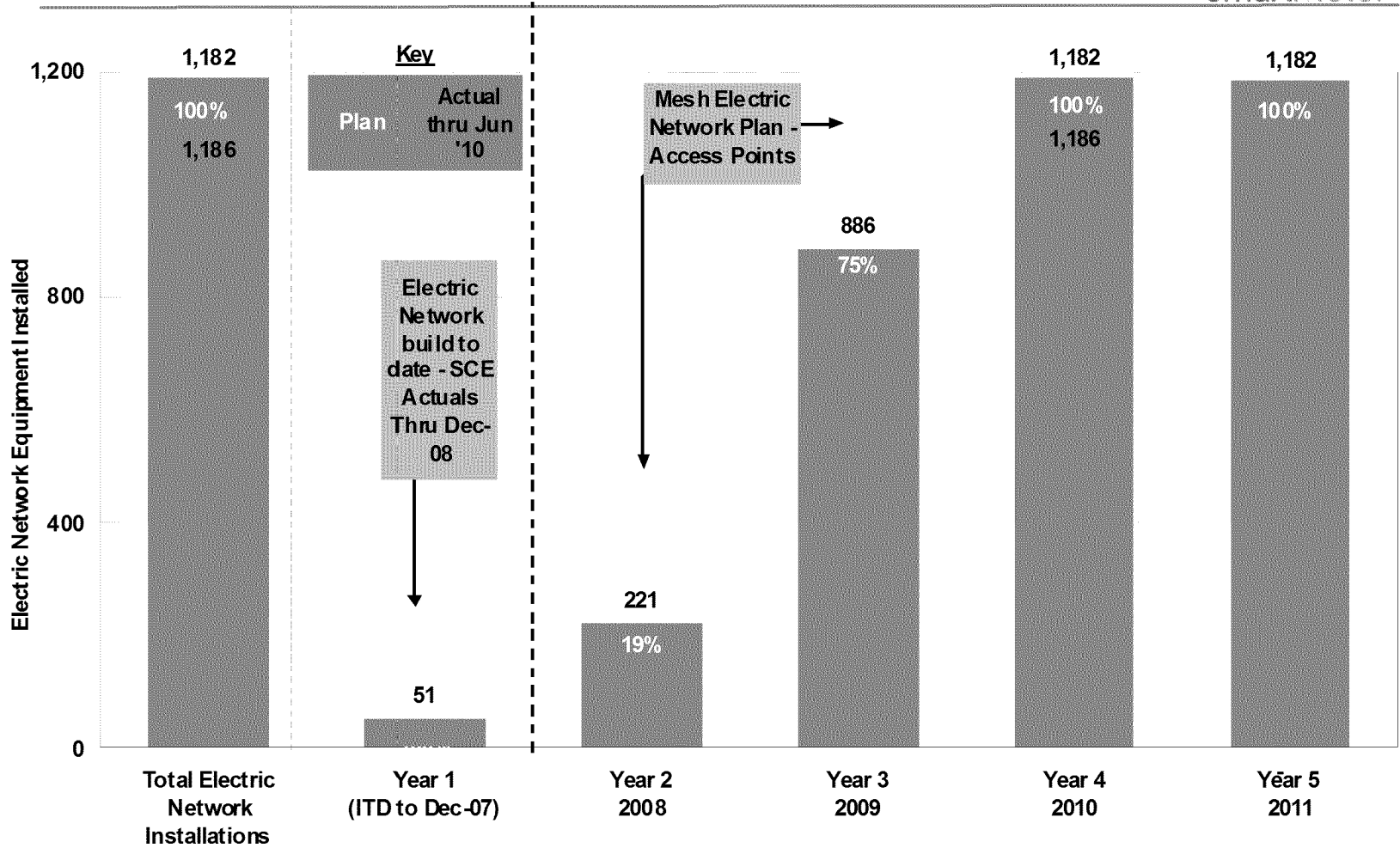




# From Semi-Annual July 31, 2010

## Electric Network Installations

Cumulative Electric Network Installations: Substation Communication Equipment (SCE) & RF Mesh Access Points

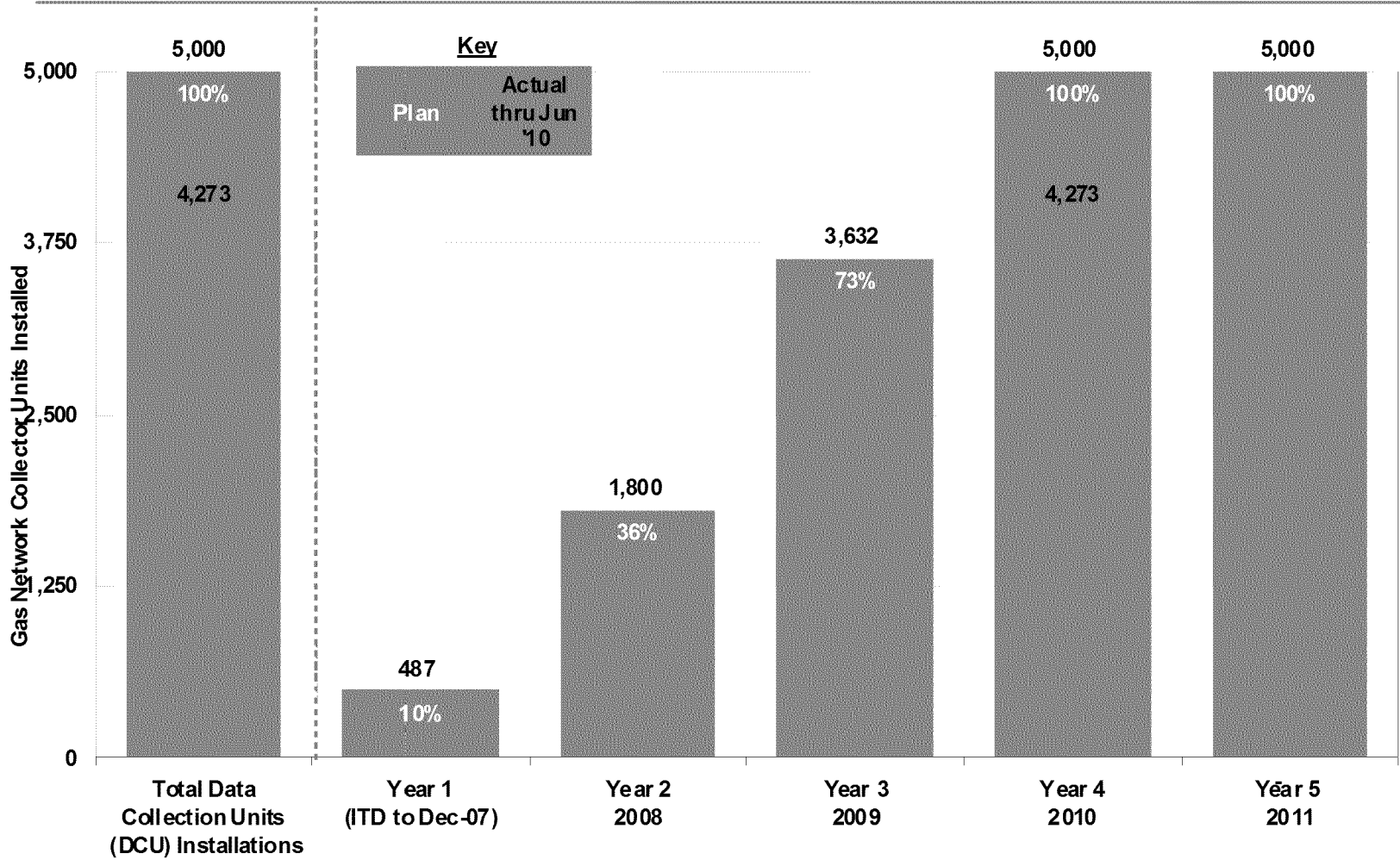




# From Semi-Annual July 31, 2010

## Gas Network Installations

Cumulative DCU Network Installations





# From Semi-Annual July 31, 2010

## Endpoint Installations

Cumulative Network Enabled Locations (in 000s)

